

IS YOUR BRAND POISED FOR GROWTH VIA

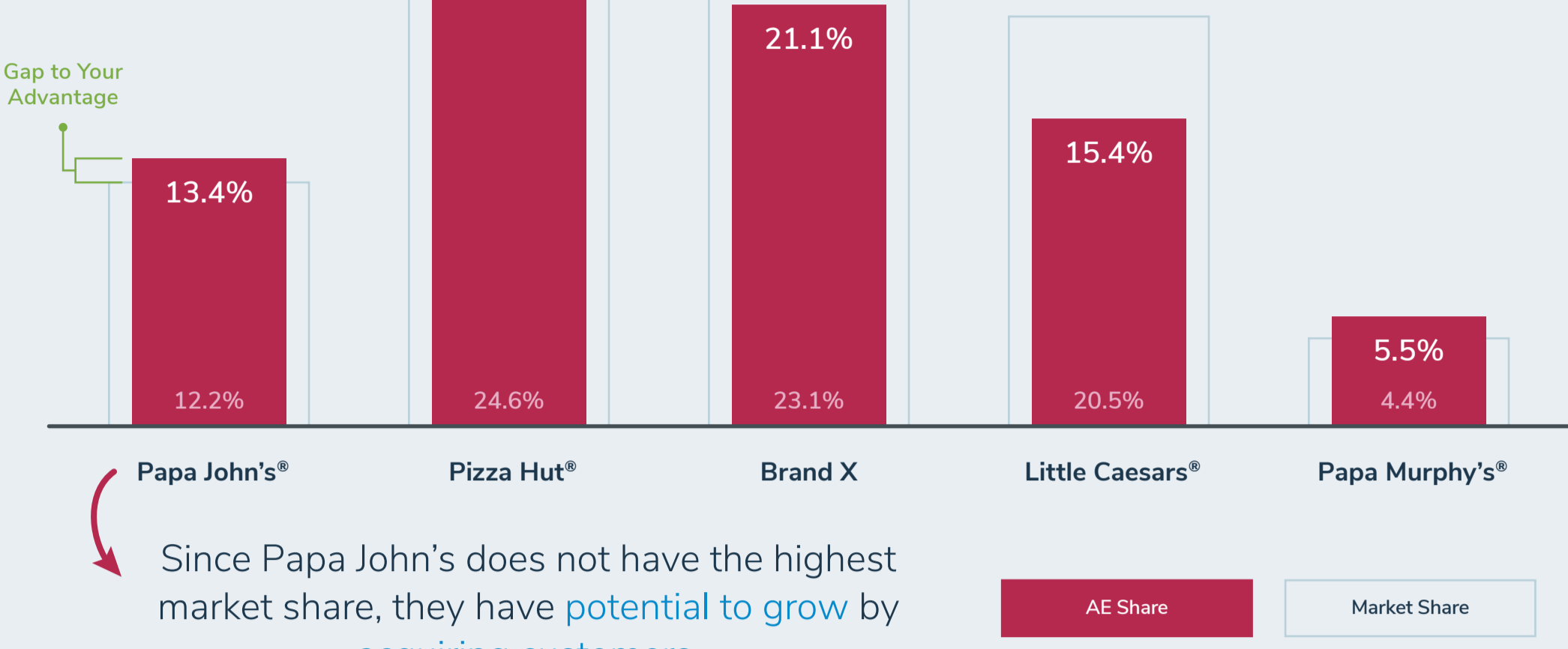
ACQUISITION OR RETENTION?



Stay ahead of evolving consumers by better understanding your position and the people who drive your market.

Pizza Category

This is an example of what you can learn about your market position by combining very specific survey data with big data.



One of the most telling ways to understand if your brand is poised for growth or vulnerable to decline within the category is to pay attention to both behavioral loyalty and attitudinal equity. This shows the opportunity you have to leverage attitudinal equity to grow through acquisition. Even when it's too close to call, there are still ways to move the needle in your favor.

Papa John's has an opportunity to acquire up to

21%

of current category purchasers from its competitors

Which is at least 11.68 million new customers

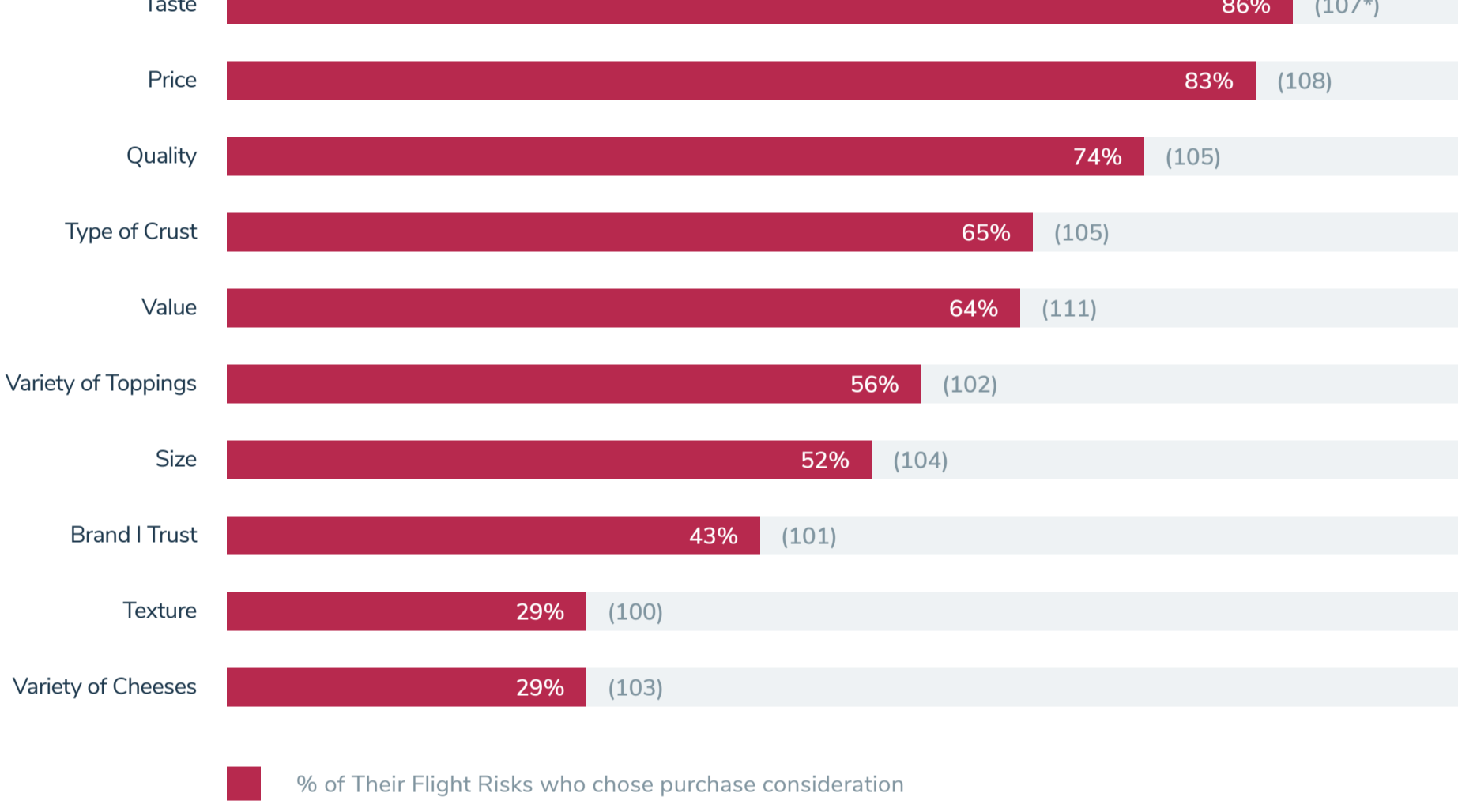


Your Category



Acquiring Customers from Competitors

Powerful Purchase Considerations

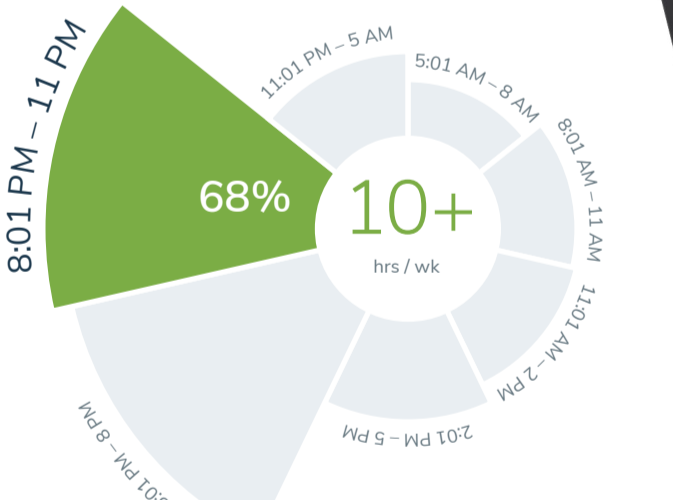


Acquiring Customers from Competitors

When & Where to Reach Them

Watching Traditional TV

When



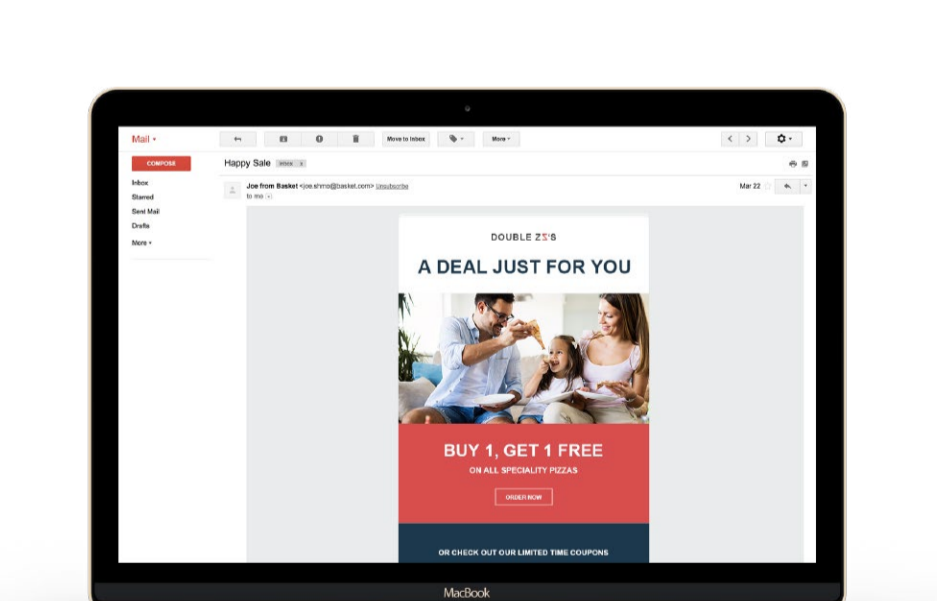
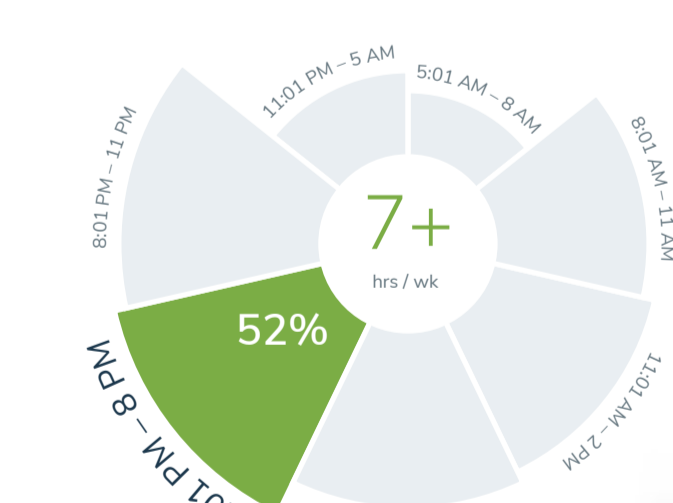
Where



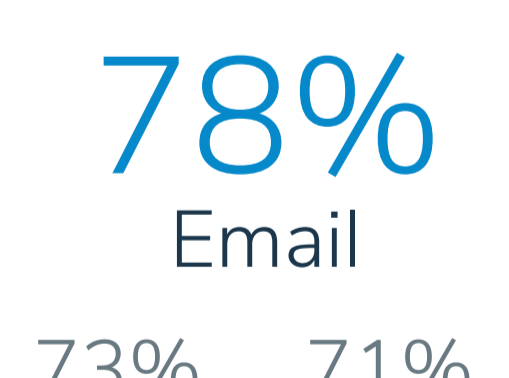
** Index scores are derived from big data and reflect survey respondents' likelihood to view or use media outlets compared to the general population. An index score of 200 indicates the audience is twice as likely to view or use that media outlet compared to the general population.

Surfing Websites

When

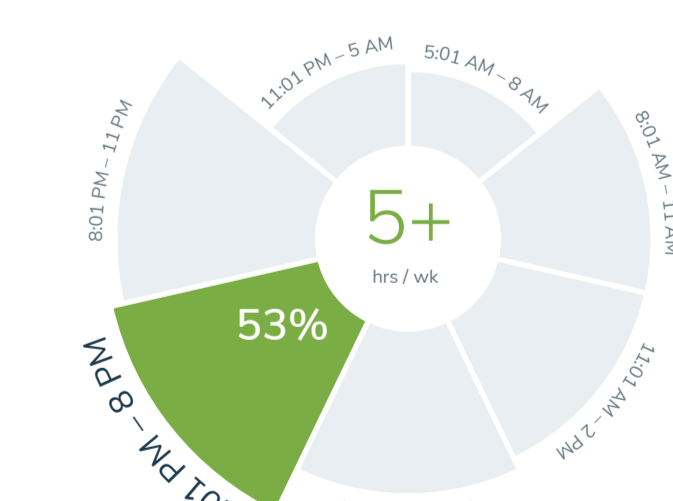


Where



Browsing & Posting on Social Networks

When



Where



Regardless of Your Industry

We can also tell you how to message to your most profitable consumers based on the personality traits that make them unique.

See how we can help you build highly relevant products and communications that are personalized to individuals.

Connect with Us

About GutCheck

We pioneered agile market research to provide our clients with actionable answers and insights, globally, at the speed of their business. Our team of experts uses our analytics platform to help clients make more confident business decisions by connecting them with their target consumers more often and earlier on in development. For more information: gutcheckit.com

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